

# CONTEXT BASED MAIN SCREEN FOR MOBILE DEVICE

## ABSTRACT OF THE DISCLOSURE

An invention is provided for a context based mobile device display. The context  
5 based mobile device display includes a primary service icon representing a service most  
likely to be utilized by a user within a predefined period of time based on user profile  
information. The primary service icon is displayed in a primary position on the mobile  
device display. Also included is a plurality of secondary service icons representing  
services likely to be utilized by a user within a predefined period of time, however not as  
10 likely as the primary service, based on user profile information. The secondary service  
icons are smaller than the service icon representing the service in the primary position. A  
plurality of tertiary service icons representing remaining services available to the user are  
further included in the context based mobile device display. The tertiary service icons are  
displayed in a tertiary position of the mobile device display.